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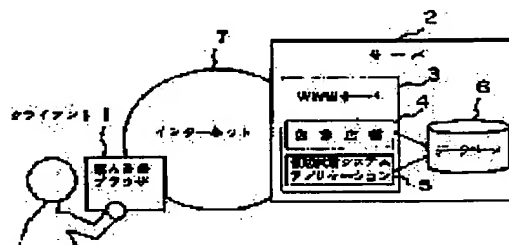
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(54) VIRTUAL TRY-ON METHOD AND ELECTRONIC COMMERCIAL TRANSACTION SYSTEM APPLYING THE METHOD

(57)Abstract:

PROBLEM TO BE SOLVED: To provide an electronic commercial transaction system for performing delicate virtual try-on.

SOLUTION: A seller's side is provided with a data base 6 for storing the measured value of each portion of a commodity to be used for virtual try-on and the measured value of each portion of the body of a purchaser, and a virtual system application 5 for obtaining the measured value of the size of each portion of the commodity and the measured value of the size of each portion of the body of a purchaser corresponding to the commodity when a purchaser purchases the commodity to be tried-on in a virtual store 4 provided at the seller's side by operating a terminal at the purchaser's side, comparing the obtained measured values, judging the fit condition of the commodity to the purchaser, and presenting the judged result to the terminal at the purchaser's side as the result of the virtual try-on.



### LEGAL STATUS

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